

CHAPTER I

INTRODUCTION

A. Background of Study

As human has needs to meet the necessary in this life. The main important things are food, fashions, and house. Needs are different from wants, needs can call as primary and wants can called as secondary. But, nowadays some people can not differentiate between desire and necessity. It makes somebody be human greed and willing to do anything likes killing someone, exploit media to be popular, bought some private transportation to show the glamorous life and so on.

Greed itself has meaning wants to be more than one. Some people try to make their desire became true and finally, they will doing anything like incorrect action. Basically, people are never satisfied with something and try to make it perfect. According to (D'Souza, 2015) Greed is the main topic of society from start civilization until this time. Human greed has a bad influence in society from the small community until the global level. Greed has bad influences like a failed relationship between society, murder, and other crimes.

D'souza tells the reasons of human greed divided into three parts namely, biological, psychological and sociological and try to give the effective solution. In addition according to (Seuntjens, 2016) *The Psychology of Greed* is from the original word “ græd or grædig” it means Hungry,

voracious (Online Etymology Dictionary,2016). In some countries there is a different call about Greed like in Germanic it called “Gradag”, In Danish, it called “Gradic” and In Dutch it called “ Gretig”. In some case, some people agree that “Greed” has a strong desire to get more something but most people disagree on the specifics of greed.

The Winner Stands Alone is an interesting and best novel by Paulo Coelho was published in 2008 and the first published in Portuguese. The Winner Stands Alone was depicted as a novel which consists story of obsessing by the characters with wealth, love, luxury, and fame. The beginning of this story is from the main characters Igor Malev who is the rich man, handsome, successful in his job, and also obsess about love and he has aimed to make his wife return, his ex-wife is Ewa. Igor categorized as human greed when he knows that Ewa was married to her partner in the fashion business. Igor prepared his plan to destroy someone’s world and kill them. In Cannes, Igor Malev start kill first victim Olivia, she is young girl about 20 years old. Igor never satisfied to kill one victim. He start to prepare second plan to kill someone who has big name and power in Cannes in order to makes Ewa knows about that. The second victim is Javits Wild, he is movie producer and has big power in movie industrialist around the world. the last victim by Igor Malev is Maureen, she is around 25 years old. After murder case was finished, Igor met Ewa and her new husband in festival, they are met in beach. In the end of the story Igor malev kill them with a gun.

The Winner Stands alone which published in 2008 consists of 343 pages and divided into thirty two chapters. This novel also has sold out to 44 languages. It is thirteenth novel by Paulo Coelho and first published in portuguese, and in 2009 this novel was published in English Version by Jull Costa as the translator and the same company. In the other hand, Paulo Coelho as the writer of this novel and as the best writer was born in Rio de Janeiro, Brazil on August 24, 1947. He is a novelist, musician, and also lyricist.

This novel has been sold more than 100 million copies worldwide, have been translated more than 60 languages and have been published in 150 countries. Paulo Coelho was named United Nations Messenger of Peace in 2007. He is the recipient of numerous international awards, amongst them the Crystal Award by the World Economic Forum. Paulo Coelho has been published other literary works among others : The Alchemist, Brida, The Pilgrimage, By the River Piedra I sat Down and Wept, The Fifth Mountain, The Zahir, The Devil and Miss Prym, etc.

Considering the explanation above, the researcher is interested to analyzed the structural element of novel The Winner Stands Alone which is Human Greed of some characters. Moreover, the researcher will also use sociological perspective to analyze the issue. The researcher choosing this novel because some reasons, among others : firstly, all of characters is very obsessed to achieve their goals with doing anything to achieve, especially Igor as the main character. Secondly, is interest of the story because the novel

tells about Greed of some characters who want to get authority, power, popularity. This novel remind us that philosophy of killing anyone just to prove your love is ‘superior’ is wrong way and make us realize that desire is different from necessary. That is why the researcher named this study entitled **“Human Greed In Paulo Coelho’s *The Winner Stands Alone Novel* (2008) : A Sociological Perspective”**.

B. Problem Statement

1. What are the indicators of Human Greed in the novel *The Winner Stands Alone Novel* (2008)?
2. How is Human Greed showed in the novel *The Winner Stands Alone Novel* (2008)?
3. Why is Human Greed specially addressed by author in the novel *The Winner Stands Alone Novel* (2008)?

C. Objectives of the Study

1. To identify the indicators of Human Greed in the novel *The Winner Stands Alone Novel* (2008).
2. To describe how is Human Greed in the novel *The Winner Stands Alone Novel* (2008).
3. To show the underlying reasons why human greedy is specially addressed by author in the novel *The winner Stands Alone Novel* (2008).

D. Benefit of the Study

At the end of research, the researcher hope all of this works can be useful, helpful, and beneficial for the researchers themselves, the English student learning, the teacher and other researchers. It can be described as follows:

1. Theoretical Benefits

The result of the study will be able to give information and new knowledge in literary study on *The Winner Stands Alone, Novel* (2008).

2. Practical Benefits

This research is done by the researcher Submitted as a Partial Fulfillment of the Requirements to get degree from Department of English Education of Muhammadiyah University of Surakarta .

E. Paper Organization

This research proposal consists of three chapters. Chapter I is the introduction of the research which includes background of the study, problem statement, objectives of the study, benefits of the study, and paper organization. Chapter II presents literature review which contains previous study, underlying theory, and novelty. The last is chapter III, it presents research method which consists of type of the study, object of the study, type of data and data sources, method of collecting data, and technique of analyzing data.